

TOBACCO & THE ENVIRONMENT **CAMPAIGN KIT**

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Stanford
MEDICINE

REACH Lab

CREATED BY THE STANFORD REACH LAB



Looking for a bold, impactful campaign that exposes the environmental damage caused by tobacco products?

You're in the right place.



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ABOUT THIS RESOURCE

WHO IS THIS FOR?

This resource is designed **for anyone** interested in raising awareness about the environmental impacts of all tobacco and nicotine products. This includes **educators, health professionals, youth, community organizations, parents, and others.**

This set of campaign materials highlight the effects of commercial tobacco on both indoor and outdoor environments by explaining the lifespan of commercial tobacco. It will discuss how these products affect water, plants, and other people directly and indirectly. It aims to support you in helping others to better understand and think critically about tobacco's environmental footprint.

HOW TO USE THIS KIT

This kit was originally developed for use during **the week leading up to or surrounding Earth Day** (April 22). Accordingly, we have created a suggested five-day campaign plan that can be implemented by organizations, schools, and individuals.

With that said, **use is NOT limited to this timeframe.** If you prefer to raise awareness during a different point throughout the year or on only a single day, you are encouraged to adapt and utilize the resources in this kit as desired.

WHY IS THIS KIT IMPORTANT?

377,000 football fields worth of trees are lost every year due to cigarette production

~20% of greenhouse gas increases each year are due to deforestation related to tobacco production

And many other alarming statistics showing the effects of tobacco on our environment and on people who use & do not use tobacco products...

The demand for wood to cure tobacco leaves and the land that must be cleared for the cultivation of tobacco results in devastating deforestation. An estimated **3.75 billion acres** of forests (mainly tropical) have been lost worldwide since the 1970s, due to tobacco products, and the loss continues each year. This is just one of the numerous examples highlighting how commercial tobacco products harm the indoor and outdoor environment.

COPYRIGHT NOTE

Please do not change or alter any of the resources or information provided for your use in this kit without prior approval. This includes the REACH Lab logo and all informational content. For any questions or concerns, please email stanfordreachlab@stanford.edu.

This is a living resource.

*We are constantly making updates.
Be sure to check back frequently
for the most up-to-date version.*

SUGGESTED CAMPAIGN TIMELINE

PRE-CAMPAIGN PREP:

Print out and/or order all materials you plan to utilize:

- Posters
- Stickers
- Informational seed packets

DAY 1:

- **Hand out stickers**
- **Hang flyers around the school or community**
- **Social Media Post** (focus: introduction to the stages of commercial tobacco's lifespan)
- **Morning Announcement Script** (for school-wide or classroom PSAs)
- **Hand out informational seed packets to students or community members**

DAY 2:

- **Social media post** (focus: growing and curing tobacco)
- **Morning Announcement Script** (for school-wide or classroom PSAs)

DAY 3:

- **Social media post** (focus: manufacture and transport of tobacco)
- **Morning Announcement Script** (for school-wide or classroom PSAs)
- **Teach lesson 1 of Healthy Habits, Healthy Planet Curriculum** (for schools)

DAY 4:

- **Social media post** (focus: consuming tobacco)
- **Morning Announcement Script** (for school-wide or classroom PSAs)
- **Teach lesson 2 of Healthy Habits, Healthy Planet Curriculum** (for schools)

DAY 5:

- **Social media post** (focus: discarding tobacco)
- **Morning Announcement Script** (for school-wide or classroom PSAs)
- **Teach Lesson 3 of Healthy Habits, Healthy Planet Curriculum** (for schools)



CAMPAIGN DAY 1 MATERIALS

PRINT/ORDER AND HAND OUT STICKERS

(Must be ordered ahead of time):

For day one, you are encouraged to print/order and distribute stickers to students, parents, community members, or anyone to help raise awareness. Several sticker designs are provided below for selection.

STEP 1: Download the sticker file(s) you would like to have printed:



DOWNLOAD



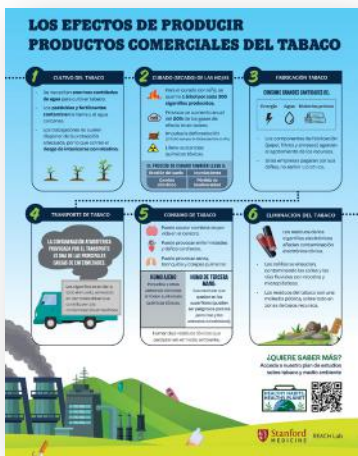
DOWNLOAD

STEP 2: Upload the selected images to a sticker printing service of your choice. Examples of commonly used providers include **Sticker Mule** and **Custom Ink**; however, you may use any company you are most comfortable with.

STEP 3: Once printed, distribute as you wish.

PRINT & HANG UP POSTERS/FLYERS:

Below are several flyers you are welcome to print, distribute, and hang in areas that makes the most sense to your campaign. Posters below can be accessed in both **8.5 x 11 in.** and **11 x 17 in.**



8.5 X 11 IN

11 X 17 IN



8.5 X 11 IN

11 X 17 IN

SOCIAL MEDIA:

For day 1, we've provided a social media graphic and caption for you to share on your organization or personal accounts. If you are not posting for Earth Day, feel free to remove that language from the caption below. You're also welcome to email the graphic to community members and partners, encouraging them to post & help amplify the message.

DISCLAIMER: The caption below must be used alongside the graphic. We require this to ensure that misinformation is not spread and that community members are aware of additional resources they can access.

GRAPHIC:



CAPTION:

Did you know cigarette production destroys about 377,000 football fields' worth of trees every year?

As Earth Day gets closer, we want to highlight how commercial tobacco products harm the environment. From growing and harvesting to using and throwing them away, tobacco products create a large environmental impact.

To learn more about how tobacco affects the environment, check out these resources:

- REACH Lab Environmental Curriculum: tinyurl.com/HHHPCurriculum
- REACH Lab website: tinyurl.com/REACHLabHome
- Lifecycle of tobacco infographic: tinyurl.com/LifecycleTobacco

#earthday #commercialtobacco #nicotine #tobacco #deforestation #environment #earthweek

Tag our social media accounts when you post!



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tinyurl.com/REACH-LinkedIn



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DOWNLOAD GRAPHIC & CAPTION

INFORMATIONAL SEED PACKETS

(Must be ordered ahead of time):

Below you will find the steps to print and produce custom seed packets for this campaign.

STEP 1: Click the "Download" button beneath the packet designs to download the print-ready design file(s) for the seed packet(s) you intend to print.

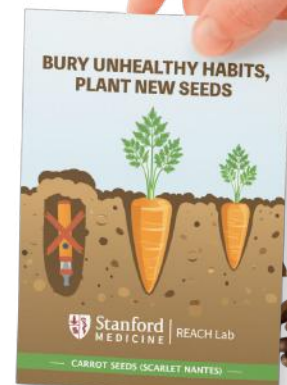
STEP 2: We recommend you order your seed packets from **EarthlyGoods**. When doing so, please note that the files above are sized for the Standard Seed Packets—not the postcard size. You should also order the appropriate seed for each design as follows:

- **Left design:** Butterfly garden seed mix
- **Right design:** carrot seeds

STEP 3: Once printed, distribute as you wish. You can also just print a few to use as prizes or as incentives.



DOWNLOAD



DOWNLOAD

MORNING ANNOUNCEMENT SCRIPT:

For School-wide or Classroom PSAs:

If you're running this campaign at a school or similar setting, you can use the morning announcement scripts below. If your campaign takes place during or around Earth Day, use the script on the left. If it's scheduled for a time unrelated to Earth Day, use the more general script on the right.

FOR USE DURING EARTH WEEK/DAY

Good morning everyone,

[As Earth Day on April 22 approaches /Today is Earth Day!], we're spending [this week / today] learning about how commercial tobacco—like cigarettes, vapes, nicotine pouches, and cigars—affects the environment.

Tobacco production causes deforestation, which increases greenhouse gases and harms the environment around the world. This shows how everyday products can impact the health of our planet.

Tobacco goes through six stages: growing, curing, making, transporting, using, and throwing away. Each day this week, we'll focus on one stage and how it affects our air, water, wildlife, and communities.

By the end of [the week / today], we hope you'll better understand how tobacco impacts the environment and feel ready to make informed choices and talk with others about protecting our planet.

FOR USE DURING ANY TIME OF THE YEAR

Good morning everyone,

[This week / Today], we're taking a moment to raise awareness about the environmental impact of commercial tobacco—like cigarettes, vapes, nicotine pouches, and cigars.

Tobacco production causes deforestation, which increases greenhouse gases and harms the environment around the world. This shows how everyday products can impact the health of our planet.

Tobacco goes through six stages: growing, curing, making, transporting, using, and throwing away. Each day this week, we'll focus on one stage and how it affects our air, water, wildlife, and communities.

By the end of [the week / today], we hope you'll better understand how tobacco impacts the environment and feel ready to make informed choices and talk with others about protecting our planet.

[DOWNLOAD SCRIPT](#)

CAMPAIGN DAY 2 MATERIALS

SOCIAL MEDIA:

For day 2, we've provided another social media graphic and caption for you to share on your organizational or personal accounts.

Reminder: The caption below must be used alongside the graphic. We require this to ensure that misinformation is not spread & that community members are aware of additional resources they can access.

GRAPHIC:



CAPTION:

Did you know that, according to the CDC, making cigarettes destroys about 377,000 football fields' worth of trees every year?

Growing and processing tobacco harms the environment in many ways.

Tobacco farming uses large amounts of land and water and often relies on strong pesticides that can pollute water and harm ecosystems and communities. Workers can also get sick from nicotine exposure.

After harvesting, tobacco is cured using large amounts of wood, which leads to deforestation. This contributes to climate change, loss of wildlife, & rising global temperatures. Overall, tobacco production harms both people & the planet at every stage.

For more information, visit the Stanford REACH Lab website.

- REACH Lab Environmental Curriculum: tinyurl.com/HHHPCurriculum
- REACH Lab website: tinyurl.com/REACHLabHome

Tag our social media accounts when you post!



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[DOWNLOAD GRAPHIC & CAPTION](#)

#earthday #commercialtobacco #nicotine #tobacco #curing #pollution
#greenhousegas #deforestation #environment #earthweek

MORNING ANNOUNCEMENT SCRIPT:

For School-wide or Classroom PSAs:

Similarly to day 1, you can use the announcement below if you're running this campaign at a school or similar setting.

Good morning everyone,

Did you know that, according to the CDC, cigarette production destroys about 377,000 football fields' worth of trees every year?

Commercial tobacco farming has major environmental impacts during growing and curing. It uses large amounts of water and strong pesticides, and some chemicals can stay on the plants after harvest.

During curing, tobacco leaves are dried using wood, which leads to deforestation. Since the 1970s, about 1.5 billion hectares (3.75 billion acres) of forest have been lost worldwide. Tobacco-related deforestation may cause up to 20% of yearly greenhouse gas increases.

The curing process also creates cancer-causing chemicals, including tobacco-specific nitrosamines. Overall, tobacco production leads to biodiversity loss, air pollution, soil erosion, higher temperatures, and increased flood risk.

[DOWNLOAD SCRIPT](#)

CAMPAIGN DAY 3 MATERIALS

HEALTHY HABITS, HEALTHY PLANET (LESSON 1):

If you are in a classroom or similar setting, you can use day 3 to share lesson 1 of the REACH Lab's 3 lesson curriculum: Healthy Habits, Healthy Planet. This lesson goes in depth about the lifespan of commercial tobacco.



Click to access the lesson along with its associated resources.



Click to learn more about the curriculum as a whole.

SOCIAL MEDIA:

For day three, we've provided another social media graphic and caption for you to share on your organization or personal accounts.

Reminder: The caption below must be used alongside the graphic. We require this to ensure that misinformation is not spread and that community members are aware of additional resources they can access.

GRAPHIC:



CAPTION:

Did you know the tobacco industry uses enough energy worldwide to produce about 2 million cars?

Making cigarettes uses a lot of energy, water, and raw materials, and creates toxic wastewater with nicotine, pesticide residue, and other chemicals.

Tobacco production also produces large amounts of greenhouse gases, especially carbon dioxide. The most comes from growing tobacco, followed by manufacturing.

After cigarettes are made, they are shipped worldwide, often by diesel trucks that release cancer-causing chemicals. The World Health Organization says truck transport is a major cause of disease-related air pollution.

For more information, visit the links below:

- REACH Lab Environmental Curriculum: tinyurl.com/HHHPCurriculum
- REACH Lab website: tinyurl.com/REACHLabHome

#earthday #commercaltobacco #nicotine #tobacco #curing #pollution #environment #earthweek

Tag our social media accounts when you post!



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MORNING ANNOUNCEMENT SCRIPT:

For School-wide or Classroom PSAs:

Similarly to day 1, you can use the announcement below if you're running this campaign at a school or similar setting.

Good morning everyone,

Did you know the tobacco industry uses enough energy worldwide to produce about 2 million cars?

Today we're focusing on how tobacco products affect the environment during production and transport.

Making cigarettes uses large amounts of energy, water, and raw materials. In fact, the energy used by Altria, a major tobacco company, could power all Starbucks coffee shops. The process also creates toxic wastewater that can contain nicotine, pesticide residue, and other chemicals.

Tobacco production is also a major source of greenhouse gases, especially carbon dioxide, mostly from growing tobacco and then manufacturing.

After production, cigarettes are shipped worldwide, often by diesel trucks that cause air pollution. The World Health Organization says this transport is a major cause of disease-related air pollution.

[DOWNLOAD SCRIPT](#)

CAMPAIGN DAY 4 MATERIALS

HEALTHY HABITS, HEALTHY PLANET (LESSON 2):

If you are in a classroom or similar setting, you can use day 4 to share lesson 2 of the REACH Lab’s 3 lesson curriculum: Healthy Habits, Healthy Planet. This lesson goes in depth about the impacts of commercial tobacco products on the indoor environment.



Click to access the lesson along with its associated resources.



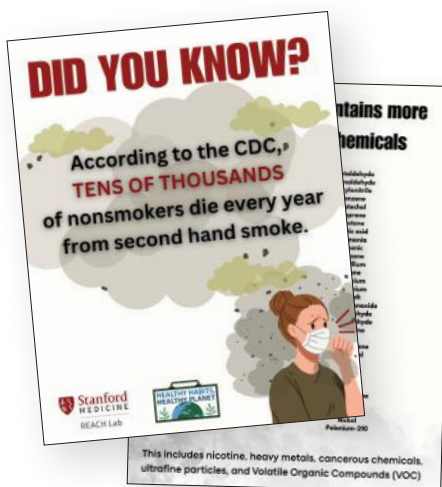
Click to learn more about the curriculum as a whole.

SOCIAL MEDIA:

For day three, we’ve provided another social media graphic and caption for you to share on your organization or personal accounts.

Reminder: The caption below must be used alongside the graphic. We require this to ensure that misinformation is not spread & that community members are aware of additional resources they can access.

GRAPHIC:



CAPTION:

Did you know tens of thousands of non-smokers die each year from secondhand smoke?

Secondhand smoke and aerosol contain harmful chemicals like nicotine, heavy metals, and cancer-causing substances. It affects not just users, but also people nearby. In fact, secondhand smoke has over 6,000 chemicals—some also found in nail polish, cleaning products, rat poison, & gasoline.

These chemicals can stick to surfaces and dust, creating “thirdhand smoke” that can last for months or even years and still harm people.

It doesn’t just go away—it stays in the environment. For more information, visit the Stanford REACH Lab website:

- REACH Lab Environmental Curriculum: tinyurl.com/HHHPCurriculum
- REACH Lab website: tinyurl.com/REACHLabHome

Tag our social media accounts when you post!



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DOWNLOAD GRAPHIC & CAPTION

#earthday #commercialtobacco #nicotine #tobacco #secondhandsmoke #thirdhandsmoke #aerosol #deforestation #environment #earthweek

MORNING ANNOUNCEMENT SCRIPT:

For School-wide or Classroom PSAs:

Similarly to day 1, you can use the announcement below if you're running this campaign at a school or similar setting.

Good morning everyone,

Did you know tens of thousands of nonsmokers die each year from secondhand smoke?

Today we're talking about secondhand and thirdhand smoke. Secondhand smoke is the smoke or aerosol released when someone uses tobacco. Thirdhand smoke is the toxic chemicals that stick to surfaces and collect in dust after smoking happens.

Both can expose people to harmful chemicals like nicotine, heavy metals, and cancer-causing substances. In fact, secondhand smoke contains over 6,000 chemicals—some are also found in nail polish, cleaning products, rat poison, and gasoline.

These chemicals don't just go away. They can stick to surfaces and stay for months or even years, continuing to put people at risk.

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CAMPAIGN DAY 5 MATERIALS

HEALTHY HABITS, HEALTHY PLANET

(LESSON 3):

If you are in a classroom or similar setting, you can use day 5 to share lesson 3 of the REACH Lab’s 3 lesson curriculum: Healthy Habits, Healthy Planet. This lesson goes in depth about the impacts of commercial tobacco products on the outdoor environment.



Click to access the lesson along with its associated resources.



Click to learn more about the curriculum as a whole.

SOCIAL MEDIA:

For day five, we’ve provided another social media graphic and caption for you to share on your organization’s or personal accounts.

Reminder: The caption below must be used alongside the graphic. We require this to ensure that misinformation is not spread and that community members are aware of additional resources they can access.

GRAPHIC:



CAPTION:

Did you know cigarette butts are the most littered item in the world?

About 95% of filters contain plastic that breaks into microplastics, polluting water and harming sea life. Trillions are thrown away each year, and just one butt can contaminate up to 1,000 liters of water.

E-cigarettes (vapes) also add to this problem. They contain lithium-ion batteries and toxic e-liquid with nicotine and heavy metals like lead and nickel. When put in regular trash, they can leak toxins, harm wildlife, or even start fires if batteries are crushed.

Unlike regular trash, vapes don’t have one simple disposal method—rules vary, so check your local household hazardous waste program.

- REACH Lab Environmental Curriculum: tinyurl.com/HHHPCurriculum
- REACH Lab website: tinyurl.com/REACHLabHome

#earthday #commercialtobacco #nicotine #tobacco #pollution #cigarettes #cigarettebutts #waste #microplastics #environment #earthweek

Tag our social media accounts when you post!



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DOWNLOAD GRAPHIC & CAPTION

MORNING ANNOUNCEMENT SCRIPT:

For School-wide or Classroom PSAs:

Similarly to day 1, you can use the announcement below if you're running this campaign at a school or similar setting.

Good morning everyone,

Did you know cigarette butts are the most littered item in the world?

About 95% of filters contain plastic that breaks into microplastics, polluting water and harming sea life. Trillions are littered each year, and just one butt can contaminate up to 1,000 liters of water.

E-cigarettes (vapes) are also part of this problem. They contain lithium-ion batteries and toxic liquid with nicotine and heavy metals like lead and nickel. When thrown in regular trash, they can leak toxins, harm wildlife, or even start fires if batteries are crushed.

Unlike regular waste, vapes don't have one simple way to dispose of them—rules vary by location, so check your local household hazardous waste program.

As [Earth Week / this week] ends, we hope you better understand the life cycle of tobacco products and how to protect both your health and the environment.

To learn more, visit the Stanford REACH Lab website.

DOWNLOAD SCRIPT

ADDITIONAL RESOURCES



STANFORD REACH LAB WEBSITE

Our website is your go-to hub for staying up to date on the latest tools and resources to support your campaign. It features a comprehensive collection of infographics, flyers, educational videos, curricula, research, and more—covering a wide range of drug-related topics.

STANFORDREACHLAB.COM



TOBACCO PREVENTION TOOLKIT

The Tobacco Prevention Toolkit, developed by the Stanford REACH Lab, is comprised of a collection of evidence-based curriculums, lessons, programs, and resources catered to prevent and reduce adolescent and young adult tobacco/nicotine use.

[VIEW](#)



ARTICLES:

Tobacco product waste wreaks havoc on our environment

www.undo.org/environmental-impact

STANFORDREACHLAB.COM



KICK BUTTS MOBILE APP

The iKickButts app helps protect the environment by tracking and documenting toxic tobacco-related waste, including cigarette butts, e-cigarettes, and cannabis products. It lets users photograph, map, classify, and count waste, then share results, download data, and create reports. Designed for individuals and groups, it supports community science efforts to reduce tobacco pollution and raise awareness of its environmental impact.

[DOWNLOAD](#)



RELEVANT VIDEOS

The tobacco life cycle destroys our environment over and over | WHO

www.youtube.com/watch?v=vxdurAqoYFs

How do cigarettes affect the body? | TED-Ed

www.youtube.com/watch?v=Y18Vz51Nkos

How do vapes work and what chemicals are inside them? | ABC News

www.youtube.com/watch?v=VNOJkW4Up8E

The Great MIST-Understanding: Aerosols vs. Vapor

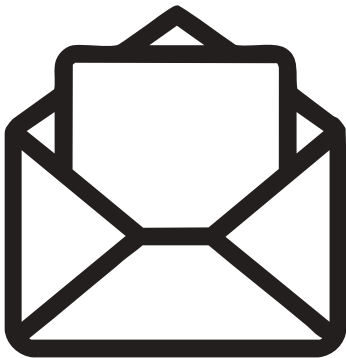
www.youtube.com/watch?v=o-F88yIWHtg

Cigarette Butts Are Worse Than Plastic Straws

www.youtube.com/watch?v=e4wvsslj9U

What's the World's Most Littered Plastic Item? Cigarette Butts | National Geographic

www.youtube.com/watch?v=9wwz4_1P6P0



WE ARE HERE TO HELP

If you have any questions after revealing this campaign kit, feel free to reach out to our team using the email listed below:

stanfordreachlab@stanford.edu



WE WOULD LOVE TO SEE YOUR CAMPAIGN IN ACTION!

If you have any photos from your campaign that you're comfortable with the REACH Lab using on our social media, website, or other promotional materials, please email them to lexibatt@stanford.edu.